

DETAILED ACTION

Response to Amendment

1. Acknowledgment is made of applicant's amendment filed on **March 22, 2010**.

Claims 1-4, 7-8 and 10-13 are presented for examination.

Claims 1-4 and 7-8, 10-12 are amended.

Claims 13 are added.

Claims 5, 6 and 9 were cancelled.

Claim Objections are withdrawn in light of amendment by the applicant.

- 35 USC § 112 Claim rejections are withdrawn** in light of amendment by the applicant.

Response to Argument

2. Applicant's arguments filed in the amendment filed on **March 22, 2010**, have been fully considered but are not deemed persuasive:

Applicants argue that, "...The Parry Publication discloses that the ASP server may generate a dynamic JavaScript program that displays the hosted service, e.g., a hosted site search engine, and that the hosted service may thereby be written directly into the customer's Web page so that the Web user is not aware that the service is hosted remotely (See Abstract of the Parry Publication). Thus, a person of ordinary skill in the art would instantly realize that the Parry Publication discloses a site search engine that is mounted on a customer's website (See, e.g., Parry Publication, paragraph [0098] to [0100])

In other words, the Parry Publication is limited to disclosing a site search engine that is mounted on a customer's website (Parry Publication, paragraph [0098]-[0100]). The Parry Publication does not teach, or suggest, a virtual tag community mounted on a website in accordance with the present invention."

The Examiner respectfully disagrees. According "Rule 130, 121 or 132 Affidavits" submitted by the applicant that "a search engine" is "a computer program."

Therefore, Parry Publication discloses a site search engine that is mounted on a customer's website can be broadly interpreted as a computer program that is mounted on a customer's website.

Specification of the instant invention recites "[0014]Moreover, a **virtual community providing program** relating to the present invention, for making a computer connected to a user terminal via a network provide a virtual community for a user who has the user terminal..." (Specification: page 3, line 28 –page 4, line 6) which also indicates the virtual community system comprises a program.

Both Parry Publication and instant invention are disclosing a program (e.g. search engine or virtual community) is integrated in to a customer's Web site, where a JavaScript code (e.g. munged URL or virtual tag community) is inserted into the customer's Web page (e.g. website-providing user's website).

Further, Parry Publication also discloses "While the above description is set forth in specific detail, these details **should not be**

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~~constrained as limitations on the scope of the invention~~ but rather as an exemplification of embodiments thereof. Other variations that remain within the spirit and scope of the invention may occur to a skilled artisan from the disclosure herein." (page 10, paragraph [0127]) which indicates that programs other than search engine can be used.

Ordinary skill in the art can used the same method to integrate different programs into customer's Web page regardless the differences. Therefore, by combining Matsuda with Parry, Matsuda can integrate virtual space on customer's Web page by using Parry's method.

Examiner further found few references relate to integrate games (e.g. programs) on customer's Web page.

WWW.AGAME.COM, Jan 13, 2004, recited "...you can embed a game in your own website or blog..."

ABSOLUTIST.COM/ONLINE/DROP_JOB, Feb 1, 2001, recited "...Embed the game into my blog/website..." (see the bottom page)

Claim Rejections - 35 USC § 103

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

- (a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

3. **Claims 1, 2 and 7-10 are rejected under 35 U.S.C. 103(a) as being unpatentable over Matsuda (U.S. Pub. No.: US 2002/0054094 A1), in view of Parry (U.S. Pub. No.: U.S. 2002/0178186).**

For claim 1, Matsuda discloses a community providing server providing a virtual community for one or more website-accessing users having one or more user terminals connected to the server via a network, the server comprising:

a user management information database for storing information concerning a website-providing user, wherein the website-providing user is one of the website-accessing users who has registered with the virtual community, and the stored information includes a virtual community address indicating a location of the website-providing user within the virtual community (Matsuda: page 5, paragraph [0048], "Information on the user registered in the service is stored in the user information DB 21. During registration in the service, the attributes of each user, such as the user ID, full name, age, **address, electronic mail address,** types of hobbies, keywords relating to that user (such as hobbies) are first of all stored in the user information DB 21...");

a contents database for storing contents data constituting the virtual community (Matsuda: page 4, paragraph [0042], page 5, paragraph [0049], "Information on the community is stored in the community information DB 22. Information such as the community name, object of the community's interest...", page 6, paragraph [0059], "The ROM 54

stores programs (for example, the programs described later on, to run processing for providing services such as electronic bulletin board [BBS] and mailing lists provided to the community members, programs to perform new user registration processing, new community registration processing..."); and

wherein the virtual tag community on the website provided by the website-providing user shows a part of a whole map of the virtual community, wherein the part of the whole map corresponds to the virtual community address of the website-providing user (Matsuda: page 6, paragraphs [0063]-[0067], "Within the virtual space 81, a space is assigned to each of the users 71-1 through 71-6 indicating a "virtual room," and a space indicating a "town" for holding conversations (chats) between avatars just as if actually meeting a person, as related later on in FIG. 9. Avatars are assigned to each of the registered users 71-1 through 71-6 representing each of those users. The Avatars move and "chat" with avatars of other users. The "town" may, for example, be divided into particular themes according to the hobbies of the user and a plurality of such towns may be made available.").

However, Matsuda does not explicitly disclose a control means for issuing a community tag to the website-providing user, wherein the community tag causes a virtual tag community of be mounted on a website

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provided by the website-providing user when inserted in HTML data constituting the website.

Parry discloses a control means for issuing a community tag to the website-providing user, wherein the community tag causes a virtual tag community of be mounted on a website provided by the website-providing user when inserted in HTML data constituting the website (Parry: page 2, paragraph [0024], "Customers may incorporate site search capability into any Web page by simply copying and pasting HyperText Markup Language (HTML) code into the Web page.", **paragraph [0025]**, "...combination of novel JavaScript technology with Uniform Resource Locator (URL) munging allows a hosted service, such as a hosted site search engine, to be easily and seamlessly integrated into a customer's Web site. In this embodiment, static JavaScript code is inserted into the customer's Web page. This code executes a second JavaScript program that passes a "munged" URL to the ASP's servers. The ASP's servers then parse the session variables that were encoded in the munged URL. Finally, the ASP's servers generate a dynamic JavaScript program that displays the hosted service (e.g., a search form) directly within the customer's Web page. As a result, the Web user is unable to discern that the services provided using this technique are hosted remotely.", **page 4, paragraph [0057]**, "6. Customer server 320 responds to the request

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in step 5. Customer server 320 need only recognize the static portion of the URL and need not process the data that was munged. Customer server 320 may then respond to the request in step 5 by transmitting a Web page to user 310. The Web page may have an instruction embedded within its source code that instructs user browser 310 to import a service resource from ASP server 330. For example, this instruction may be an HTML script tag that instructs user browser 310 to import, for example, a JavaScript source file from ASP server 330.", page 8, paragraph [0100]).

It would have been obvious to one of ordinary skill in the art at the time the invention was made to improve upon "Information processing apparatus, information processing method, service providing system, and computer program thereof" as taught by Matsuda by implementing "Remote URL munging business method" as taught by Parry, because it would provide Matsuda's method with the enhanced capability of "...a significant advantage over other known installation procedures, some of which require up to sixteen hours." (Parry: page 2, paragraph [0024]) and "...allows a hosted service, such as a hosted site search engine, to be easily and seamlessly integrated into a customer's Web site." (Parry: page 2, paragraph [0025]).

For claim 2, Matsuda and Parry disclose the modified community providing server according to claim 1, wherein,

the user management information database stores information concerning a website-providing user avatar that is a character representing the website-providing user (Matsuda: page 1, paragraph [0003], page 4, paragraph [0044], page 6, paragraph [0063]), and

the control means performs control to show a website-accessing user avatar that is a character representing the website-accessing user when the website-accessing user accesses (Matsuda: page 4, paragraph [0044]) **the website provided by the website-providing user** (Parry: page 2, paragraph [0025], paragraph [0032], page 8, paragraph [0100]).

Claim 7 is rejected as substantially similar as claim 1, for the similar reasons.

For claim 8, Matsuda discloses a virtual community providing method for providing a virtual community for one or more website-accessing users having one or more user terminals connected to a community providing server via a network, the method comprising the steps of:

(a) issuing a community tag, by the community providing server, to a website-providing user, wherein the website-providing user is one of the website-accessing users who accesses the community providing server and registers with the virtual community (Matsuda: page 4, paragraphs [0042]-[0043], page 5, paragraph [0048]), **wherein provided by the website-providing user shows a part of whole maps of the first virtual community, wherein the part of the whole map corresponds to a virtual community address of the website-providing user** (Matsuda: page 6, paragraphs [0063]-[0067]); and

(b) sending data including contents of the first virtual community, by the community providing server, to the user terminal of the website-accessing user when the user terminal of the website-accessing user accesses the website of the website-providing user and, thereafter, accesses the community providing server in correspondence to content of the virtual community tag (Matsuda: page 4, paragraphs [0042]-[0043], [0047]).

However, Matsuda does not explicitly to mount a virtual tag community on a website provided by the website-providing user, wherein the virtual tag community mounted on the website provided by the website-providing user.

Parry discloses to mount a virtual tag community on a website provided by the website-providing user, wherein the virtual tag community mounted on the website provided by the website-providing user (Parry: page 2, paragraph [0024], "Customers may incorporate site search capability into any Web page by simply copying and pasting HyperText Markup Language (HTML) code into the Web page.", paragraph [0025], "...combination of novel JavaScript technology with Uniform Resource Locator (URL) munging allows a hosted service, such as a hosted site search engine, to be easily and seamlessly integrated into a customer's Web site. In this embodiment, static JavaScript code is inserted into the customer's Web page. This code executes a second JavaScript program that passes a "munged" URL to the ASP's servers. The ASP's servers then parse the session variables that

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were encoded in the munged URL. Finally, the ASP's servers generate a dynamic JavaScript program that displays the hosted service (e.g., a search form) directly within the customer's Web page. As a result, the Web user is unable to discern that the services provided using this technique are hosted remotely.",**page 4, paragraph [0057]**, "6. Customer server 320 responds to the request in step 5. Customer server 320 need only recognize the static portion of the URL and need not process the data that was munged. Customer server 320 may then respond to the request in step 5 by transmitting a Web page to user 310. The Web page may have an instruction embedded within its source code that instructs user browser 310 to import a service resource from ASP server 330. For example, this instruction may be an HTML script tag that instructs user browser 310 to import, for example, a JavaScript source file from ASP server 330.",**page 8, paragraph [0100]**).

It would have been obvious to one of ordinary skill in the art at the time the invention was made to improve upon "Information processing apparatus, information processing method, service providing system, and computer program thereof" as taught by Matsuda by implementing "Remote URL munging business method" as taught by Parry, because it would provide Matsuda's method with the enhanced capability of "...a significant advantage over other known installation procedures, some of which require up to

sixteen hours." (Parry: page 2, paragraph [0024]) and "...allows a hosted service, such as a hosted site search engine, to be easily and seamlessly integrated into a customer's Web site." (Parry: page 2, paragraph [0025]).

Claim 9 is rejected as substantially similar as claim 8, for the similar reasons.

Claim 10 is rejected as substantially similar as claim 2, for the similar reasons.

4. **Claim 3 is rejected under 35 U.S.C. 103(a) as being unpatentable over Matsuda (U.S. Pub. No.: US 2002/0054094 A1), in view of Parry (U.S. Pub. No.: U.S. 2002/0178186) as applied to claim 2 above, and further in view of Wu et al. (EPO Pub. No.: WO 02/07840, hereinafter Wu.**

For claim 3, Matsuda and Parry disclose the modified community providing server according to claim 2.

However, Matsuda and Parry do not explicitly disclose, wherein, when the website-accessing user is not logged into the virtual community, the website-accessing user avatar shown by the control means indicates that the website-accessing user is not in a logged-in state.

Wu explicitly discloses wherein, when the website-accessing user is not logged into the virtual community, the website-accessing user avatar shown by the control means indicates that the website-accessing user is not in a logged-in state (Wu: page 11, lines 17-24, "In addition, online and offline presence indicators, which identify the user's status, have found wide

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application and appeal in Instant Messenger networks. As a mobile phone number corresponds to Instant Messenger ID, in the present invention, an Instant Messenger ID can be used to show the online or offline status of the mobile phone, so as to introduce the status concept into the field of mobile instant messaging.

Binding a mobile phone number and an Instant Messenger ID, and displaying a mobile phone status are both aspects of the present invention, featuring information exchange without disclosing the mobile phone number." Where "show a character" is read on "online and offline presence indicator", page 17, lines 1-19, "After the status query using the above method, the screen indicates of whether the targeted clients are online. In one embodiment, the online status may be represented by a special character. As shown in screen shot 1401, clients 10082 and 10138 are online, indicated by a special character, such as "*" here, while the client 10083 is offline. Other indicators or indicating methods may be employed. Screen shot 1402 is a corresponding status display on a PC client. The online status of a mobile client may be indicated, for example, by either the color, brightness or some other visual differentiation of the icon, such as icon 1403, which indicate the mobile client 10082 is online. On the other hand, the offline client 1404 is dim, which indicates the mobile client 10083 is offline. It is useful to note that a user of the PC client knows

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whether the clients 10082 and 10083 are mobile clients, based on the icons representing them (e.g., the icon comprises an image of a mobile phone). In another embodiment, the icon may be customized to include other icons that sufficiently represent their characteristics of the corresponding clients. For example, the icon representing a wireless personal digital assistant (PDA) may comprise a symbol of a Palm device. The instant messenger users may not care whether the other "buddies" are utilizing mobile clients or PC clients, and may only want to be able to communicate with them through instant messenger network. In a further embodiment, the status display may not show whether the clients are mobile or PC clients, such as screen shot 1401.").

It would have been obvious to one of ordinary skill in the art at the time the invention was made to improve upon "Information processing apparatus, information processing method, service providing system, and computer program thereof" as taught by Matsuda by implementing "Instant messaging system and method" as taught by Wu, because it would provide Matsuda's modified method with the enhanced capability of notifying the user the status of other users.

5. **Claim 4 is rejected under 35 U.S.C. 103(a) as being unpatentable over Matsuda (U.S. Pub. No.: US 2002/0054094 A1), in view of Parry (U.S. Pub. No.:**

U.S. 2002/0178186) as applied to claim 1 above, and further in view of Olivier (U.S. Patent No.: US 6,480,885 B1).

For claim 4, Matsuda and Parry disclose the modified community providing server according to claim 1, wherein,

the user management information database stores an address of the website provided by the website-providing user, and the control means provides the web address of the website provided by the website-providing user to the website-accessing user via the virtual tag community (Olivier: column 14, lines 29-33, "This may include email addresses, geographical data such as a graphical map indicating locations of other users.").

It would have been obvious to one of ordinary skill in the art at the time the invention was made to improve upon "Information processing apparatus, information processing method, service providing system, and computer program thereof" as taught by Matsuda by implementing "Dynamically matching users for group communications based on a threshold degree of matching of sender and recipient predetermined acceptance criteria" as taught by Olivier, because it would provide Matsuda's modified method with the enhanced capability of "give the subscribing user feedback at subscription time on the identities and/or other info about what subscribers he has been matched up with" (Olivier: column 14, lines 26-29).

For claim 11, Matsuda and Parry disclose modified the virtual community system according to claim 7, wherein there are a plurality of website-accessing users and a plurality of user terminals; a first one of the website-accessing users uses a first one of the user terminals to access the virtual tag community mounted on the website provided by the website-providing user; and the website-providing user uses a second one of the user terminals to access the virtual tag community mounted on the website provided by the website-providing user
(Parry: page 2, paragraph [0024], paragraph [0025]).

For claim 12, Matsuda and Parry disclose modified the virtual community system according to claim 11, wherein the first website-accessing user accesses the virtual tag community mounted on the website provided by the website-providing user without having to visit another website to use content of the virtual community (Parry: page 2, paragraph [0024], paragraph [0025]).

For claim 13, Matsuda and Parry disclose modified the virtual community system according to claim 11, wherein a second one of the website-accessing users uses a third one of the user terminals to access the virtual tag community mounted on the website provided by the website-providing user; and the second one of the website-accessing users accesses the virtual tag community mounted on the website provided by the website-providing user in order to communicate with the first one of the website-accessing users without having to access a specified homepage of the virtual community (Parry: page 2, paragraph [0024], paragraph [0025]).

Conclusion

THIS ACTION IS MADE FINAL. See MPEP § 706.07(a). Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

The prior art made of record and not relied upon is considered pertinent to applicant's disclosure. Churchill (U.S. Patent No.: US 7,089,278 B1).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the date of this final action.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to YU ZHAO whose telephone number is (571)270-3427. The examiner can normally be reached on Monday-Friday 7:30am-5:00pm EST.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Mahmoudi, Tony can be reached on (571) 272-4078. The fax phone number for the organization where this application or proceeding is assigned is 571-270-4427.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

Date: 6/14/2010

/Yu Zhao/

Examiner, Art Unit 2169

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